

# Syllabus

## *Syllabus*

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|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Titul dl curs                             | Best practice                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Codesc dl curs                            | 30149                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Titul suplementar                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| SSD                                       | ECON-07/A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Lingaz                                    | Tedesco                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Curs de laurea                            | Corso di laurea in Management del Turismo, dello Sport e degli Eventi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| D'autri cursc de laurea (cursc deberieda) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Dozenc                                    | dr. Isabel Marie Schäufele-Elbers,<br>IsabelMarie.SchaeufeleElbers@unibz.it<br><a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46591">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46591</a>                                                                                                                                                                                                                                                                                                                                |
| Assistent didatich                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Semester                                  | Primo semestre                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Ann/Agn de stude                          | 2nd and 3rd year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Credic universitars                       | 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Ores de insegnament                       | 24                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Ores de laboratore                        | 24                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Ores de stude individual                  | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Ores de riceviment prevedudes             | 18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Ressumè di contegnus                      | This course (Free choice) offers students the opportunity to engage with real-world examples of successful practice in the fields of sport, event management, and tourism. Through a combination of case studies, guest lectures, site visits, and applied assignments, students will critically examine how organizations design, implement, and evaluate effective strategies and operations. Emphasis is placed on connecting theoretical knowledge with practical application, fostering a reflective understanding of what constitutes best practice in different professional contexts. The |

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|                         | <p>course may include direct interaction with industry professionals, analysis of innovative business models, and exploration of sustainability-oriented practices. Students will be encouraged to identify transferable insights and assess their relevance to diverse organizational settings.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Argomenc dl curs</b> | <p>This course is based on a project focusing on the relationship between agriculture and tourism, with particular attention to the synergies between the two sectors and their role in sustainable regional development. The project addresses topics such as organic farming, regional products, and sustainable gastronomy and tourism.</p> <p>The main objective of the project is to strengthen the collaboration between agriculture and tourism and to contribute to more sustainable tourism development. As part of the course, students will work on a project paper addressing these challenges and developing relevant solutions.</p> <p>Students will first conduct desk research on the case and related best practices. During a 3-day field trip with two overnight stays in South Tyrol, they will analyse the on-site situation, conduct stakeholder interviews, and gain first-hand insights through field visits to tourism organisations, gastronomy businesses, and agricultural producers. This allows students to become familiar with local conditions, challenges, and opportunities.</p> <p>Based on these insights, students will develop proposals to address the identified issues and to innovate or improve related services. These proposals will be presented at the end of the project.</p> <p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• identify best practice drivers and competences</li> <li>• analyse the impact of businesses on a region</li> <li>• apply strategic thinking in a business context</li> <li>• describe and understand the factors that create best practice in business</li> <li>• understand how to make strategic and tactical decisions in businesses</li> <li>• recognise and discuss economic, ecological and social issues related to best practice</li> </ul> |

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|                             | <ul style="list-style-type: none"> <li>• engage with real-life examples to develop professional expertise</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Paroles clef</b>         | <p>Sustainable Tourism</p> <p>Agriculture–Tourism Linkages</p> <p>Regional Development</p> <p>Organic Farming</p> <p>Local Products</p> <p>Stakeholder Analysis</p> <p>Applied Project Work</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Prerequisic aconsiés</b> | <p>Participation in the excursion in South Tyrol from November 8 to November 10 is mandatory (three full days). Hotel accommodation, travel costs, and entrance fees are covered by the university. Students are responsible for their own meal expenses. Students are required to advance the costs for accommodation, travel, and any entrance fees. The estimated costs amount to approximately €250.00 per person. Reimbursement will be made upon submission of an expense report together with the original receipts.</p> <p>Participation in the study trip is mandatory. Please note that costs can only be reimbursed by the university if the study trip is attended. In case of non-participation, no reimbursement will be provided.</p> <p>The participation of the course is reserved to students who are enrolled in the second and third study year of the study program Tourism, Sport and Event Management. A minimum of 8 students are required. The maximum number of students is limited to 18. If more than 18 applicants apply, a ranking will be established based on an academic performance indicator.</p> <p>This indicator is calculated by taking all passed exams and weighting their grades by the number of credit points (so that courses with more credit points have a stronger influence). The total of these weighted grades is then adjusted by the duration of study, measured in semesters (two per year).</p> <p>In other words, the indicator reflects the average academic performance per year, while giving more importance to courses</p> |

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|                                                                                 | <p>with higher credit points.</p> <p>Applicants are ranked according to this value, with higher values indicating better performance.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Cursc propedeutics</b>                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Modalité de enseignament</b>                                                 | <p>The course builds on four different, but complementing learning formats:</p> <ul style="list-style-type: none"> <li>- Seminar, providing students with a systematic view on sustainable tourism, tourism-agriculture synergies, organic farming, sustainability &amp; gastronomy</li> <li>-Group work on best practice examples in South Tyrol</li> <li>-Study Trip to South Tyrol, 3-days, two overnight stays</li> <li>-Presentation of the Project Work</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Oblianza de frecuencia</b>                                                   | Participation in the excursion in South Tyrol from November 8 to November 10 is mandatory (three full days).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Obietifs formatifs y competenzes da arjonje</b>                              | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Obietifs formatifs y competenzes da arjonje (informazions suplementares)</b> | <p>ILO (Intended Learning Outcomes)</p> <p>ILO 1.1 Management of information flows, marketing and their functions in the consumer market (including behavioural sciences, market research, destination marketing)</p> <p>ILO 1.2 Corporate strategies and basic business models</p> <p>26. The concept of sustainability and its impact on regional development</p> <p>ILO 2 - Ability to apply knowledge and understanding</p> <p>ILO 2.1 Evaluation of different digital marketing approaches</p> <p>ILO 2.2 Industry analysis, competitive analysis and analysis of the business environment in different sectors</p> <p>ILO 2.3 Market analysis with the aim of selecting products and markets on which to focus business activities</p> <p>ILO 2.4 Context-dependent criteria for pricing</p> <p>ILO 2.5 Analysis of the trade-off between price and product quality and understanding of the criteria used to select the appropriate level of quality for the context</p> <p>ILO 2.6 Analysis of the economic sustainability of current and future travel destinations</p> <p>ILO 2.7 Ability to understand the interaction between individual</p> |

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|                              | <p>consumer and business decisions and market equilibrium</p> <p>ILO 2.8 Development of economic models for the sustainable development of tourism at the local level</p> <p>ILO 2.9 Planning and evaluation of economic development processes in the tourism sector at the macro and micro levels</p> <p>ILO 2.10 Understanding of cultural diversity in oral and non-oral communication</p> <p>ILO 3 – Making judgements</p> <p>ILO 3.1 Identify the most important variables to be used when making decisions in complex situations.</p> <p>ILO 3.2 Report analytically and critically on information, empirical values and data in order to make appropriate business decisions.</p> <p>ILO 4 – Communication skills</p> <p>ILO 4.1 Graduates of the Bachelor's programme in Tourism, Sports and Event Management will develop communication and presentation skills in order to explain, discuss and summarise the complex, interdisciplinary topics of the tourism, sports and event sector in a work environment.</p> <p>ILO 4.2 The achievement of this goal will be assessed by means of written examinations, group work, assignments, presentations of case studies and projects, and the final thesis.</p> <p>ILO 5 - Learning skills</p> <p>ILO 5.1 The ability to analyse, critically evaluate and integrate data, information and experiences.</p> |
| <b>Sort de eiam</b>          | <p>Project work (written and oral presentation): 50 %</p> <p>Final exam: 50 %</p> <p>ILOs 1-2 are assessed with the final exam. ILOs 3-5 are assessed through the project work.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Criters de valutazion</b> | <p>Project work and Final exam:</p> <ul style="list-style-type: none"> <li>-Problem understanding and relevance: Clear identification and understanding of the challenge related to agriculture–tourism linkages and sustainability.</li> <li>-Use of theory and best practices: Integration of relevant concepts, literature, and best practice examples.</li> <li>-Empirical analysis and field insights: Quality of data collection (e.g., field visits, stakeholder interviews) and depth of analysis.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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|                                 | <ul style="list-style-type: none"> <li>-Quality of proposed solutions: Feasibility, innovativeness, and relevance of the proposed measures to enhance cooperation and sustainability.</li> <li>-Strategic thinking: Ability to develop structured, well-argued, and coherent recommendations.</li> <li>-Application to the case context: Appropriateness of solutions for the specific regional setting (e.g., South Tyrol).</li> <li>-Structure and clarity of the report: Logical organization, academic writing quality, and proper referencing.</li> <li>-Presentation and communication: Clarity, professionalism, and persuasiveness in presenting the project results.</li> </ul> |
| <b>Bibliografia obligatoria</b> | <p>Rein, H. &amp; Stradsas, W. (2017). Nachhaltiger Tourismus (2. Auflage). Konstanz: UVK.</p> <p>Koscak, M., O'Rourke, T., &amp; Košcak, M. (2023). Ethical and Responsible Tourism: Managing Sustainability in Local Tourism Destinations (Second edition). Taylor &amp; Francis.<br/> <a href="https://doi.org/10.4324/9781003358688">https://doi.org/10.4324/9781003358688</a></p> <p>Dreyer, A., &amp; Antz, C. (2011). Wein und Tourismus Erfolg durch Synergien und Kooperationen. Schmidt.</p> <p>Gössling, S., &amp; Hall, C. M. (2021). The sustainable chef: The environment in culinary arts, restaurants, and hospitality. Routledge</p>                                    |
| <b>Bibliografia aconsiada</b>   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Deplù informaziuns</b>       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>OSS</b>                      | <p>Città e comunità sostenibili, Lotta contro il cambiamento climatico, Utilizzo responsabile delle risorse</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |